

If You Miss Your
SHOPPING
NEWS
PHONE
Randolph 3215

DALY CITY

Complete
Coverage in
Daly City and
Colma

SHOPPING NEWS

Published Each Friday

Daly City, San Mateo County, California, Friday, July 16, 1943

Door Handle Distribution

"EDWARDS" PRESCRIPTION DRUG STORE

6272 Mission Street

MODESS - 59c
3 Pkgs 12s

MINERAL OIL, Heavy - 39c
Pints

V-MAIL - 10c & 25c

PINT THERMOS REFILLS
Mend Your Thermos Bottle
Also ½ Pts.

CHOCOLATES in BOXES

LUNCH BOXES - \$1.40
with BOTTLE
Children's size

SUN VISORS - 10c up

KOTEX, Pkg. 5 - 10c

SHAVING CREAM - 59c
Brushless, 15½ oz. jar

PEPSODENT TOOTH PWDR.

FOUNTAIN PENS - 35c up

BEAR PHOTO SERVICE

RAZOR BLADES

BULK CANDY (Limit 20c)

Kindly Return Quart Soda
Bottles

DOLAN

6939 Mission Street
Opposite Jefferson Union
High School

BUILDING

Supplies in "new or equal."

Lumber, Doors, Windows,
Wall Board, Roofing, Plumb-
ing Fixtures, Pipe, Fittings,
Toilets

Buy War Bonds!

A Spread For Bread

By Frances Lee Barton

SPREAD for bread — and
crackers too.

A zwieback gives a flavor new.
On melba toast
it hits the
spot.

On cookies it
will help a lot.
It's made with
foods you have
on hand.

When made, it
keeps to beat
the band.

is healthful, and a kiddies' "must".
his recipe will please, I trust.

Peanut Chocolate Spread

½ package semi-sweet chocolate
chips; 1½ tablespoons milk; 2
tablespoons peanut butter.

Melt chocolate in top of double
boiler. Cool to lukewarm, add
milk and blend. Add peanut butter
and mix thoroughly. Let stand
until of right consistency to
spread.

Spread on crackers, cookies,
melba toast, or zwieback.

Note: This spread may be kept
several days in covered jar in
refrigerator. To use, reheat over
hot water and let stand until of
right consistency to spread.

Announce New Books At Library

Among new books now avail-
able at the Daly City Public Li-
brary, 6351 Mission street, are
"Careless Rapture" by Jean Ran-
dall; "Blue Horizons," Faith Bal-
win; "The Heart Does Not For-
get," Alice Ross Colver; "Action
by Night," Ernest Haycox;
"North to Danger," Tom Gill;
"Mr. Fortune Finds A Pig," H. C.
Bailey; "One Red Rose Forever,"
Mildred Jordan; "Mama's Bank
Account," Kathryn Forbes; "Pro-
fessional Hero," Maysie Greig;
"Watchdog of Thunder River,"
Will Ermine; "There Was An Old
Woman," Ellery Queen.

MIDTOWN LIQUOR STORE

7144 Mission Street
Phone ELkridge 2128

ADVERTISED
BRANDS
OF
QUALITY
LIQUORS,
WINES,
BEERS,
MIXERS
AND
TOBACCOS
AT
MIDTOWN
CLOSED SUNDAYS

We recommend Midtown
Cleaners & Pressers
7146 Mission Street

Ration Board Asks For More Volunteers

Miss Genevieve Blue, chief
clerk at War Price and Rationing
Board No. 83-12-3, 470 Grand ave-
nue, South San Francisco, today
reminded Daly City residents
that there is still great need for
volunteers to help with the vast
amount of detail work involved
in the issuing of "A" gasoline
book renewals. "This is war ser-
vice work of a very important
nature," she said, "and we will
certainly welcome whatever amount
of time any patriotic citizen
can give to the project."

ST. VINCENT DE PAUL
6714 Mission St.
DElaware 4363

Visit our store for
bargains in
USED CLOTHING,
SHOES, FURNITURE,
HOUSEHOLD GOODS,
Etc.



Apple, Apricot, Lemon
and Custard Pies

DANISH PASTRY
Fruit Tarts, Devil's Food
cakes

ALWAYS DELICIOUS

OCEAN VIEW
BAKERY

Open from 7 a. m. to 9 p. m.
Closed All Day Mondays
98 Broad St. at Plymouth
Karl Hoefflin, Prop. RA. 9326

WE REPAIR

RADIOS

We Have the PARTS and EQUIPMENT to
FIX YOUR RADIO

BYRNE RADIO STORE

RAnd. 7782 6241 Mission Street Opp. Daly City Theatre

KEEP 'EM ROLLING!

SAVE GAS AND OIL WITH A

SUMMER TUNEUP

GET A COMPLETE JOB AT

FRANK'S UNION SUPER SERVICE STATION

6200 Mission St.

Daly City



Our Careful Cleaning
MAKES CLOTHES LAST
LONGER

8-HOUR SERVICE

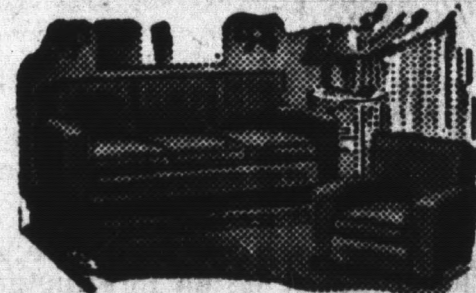
We Operate Our Own Plant

ALL CLEANING DONE ON PREMISES

DALY CITY CLEANERS

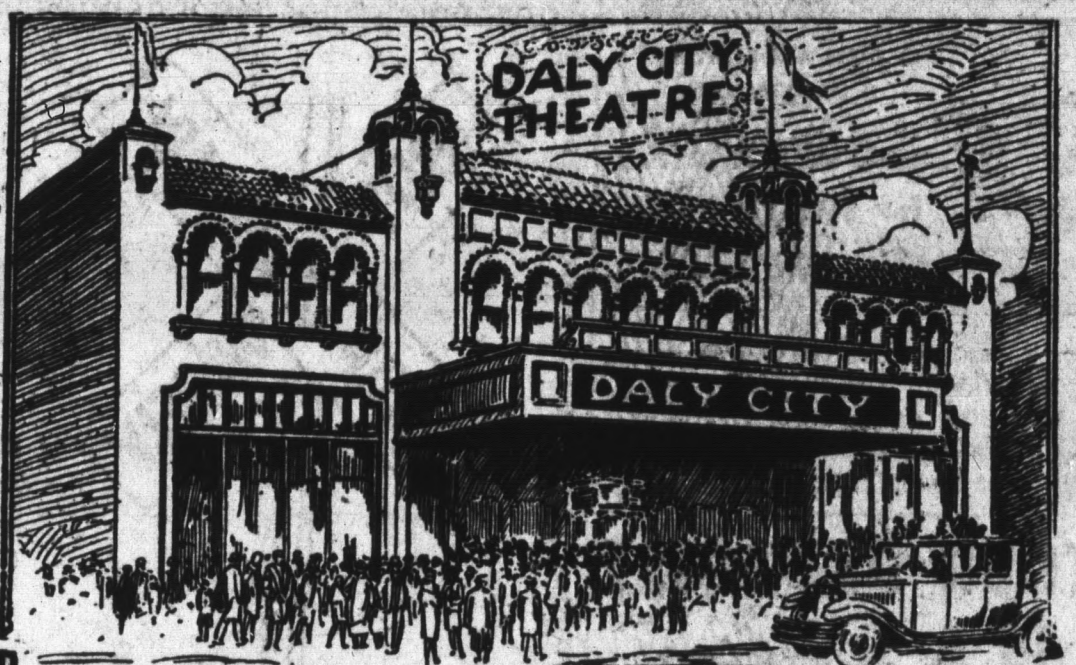
6274 Mission St. - Phones: DEl. 5261 - RAnd. 5781

REB'S UPHOLSTERY SHOP



26-28 Hillcrest Drive

DElaware 4591



NOW PLAYING—

Thursday, Friday, Saturday, July 15-16-17—

SIR CEDRIC HARDWICKE, HENRY TRAVERS,
DORIS VOWDEN in

"THE MOON IS DOWN"

Also GEORGE MURPHY, CAROLE LANDIS, ANNE SHIRLEY in
"THE POWERS GIRL"

Sunday, Monday, Tuesday, July 18-19-20—

ALL-STAR CAST in

"FOREVER AND A DAY"

Also RODDY McDOWALL, PRESTON FOSTER,
RITA JOHNSON in

"MY FRIEND FLICKA"

Wednesday, July 21—

RICHARD TRAVIS, RUTH FORD in

"TRUCK BUSTERS"

Also SIMONE SIMON, DENNIS O'KEEFE in
"TAHITI HONEY"

Thursday, Friday, Saturday, July 22-23-24—

LANA TURNER, ROBERT YOUNG in

"SLIGHTLY DANGEROUS"

Also LOIS ANDREWS, CHARLES RUGGLES,
JAMES ELLISON in
"DIXIE DUGAN"

DALY CITY SHOPPING NEWS

Published Every Friday by Daly City Record
3317 SAN JOSE AVE. Telephone RANDOLPH 3315

ALBERT H. BOYNTON Publisher
MRS. ALBERT H. BOYNTON Editor
CLAUDE N. MOORE Business Manager

YARDSTICK OF CAPITALISM

Capitalism is unlike other "ism's" in one surprising respect. Millions of its "party members" do not know they are capitalists. They wear no badges, carry no cards. Yet they are the largest single group in America.

One concrete measure of the scope of capitalism in this country is fire insurance. The wise capitalist does not operate without it, even if he could. The merchant, the farmer, the home owner are capitalists and their capital in nine cases out of ten is protected by fire insurance. The same is true of the person with invested savings. He is a capitalist in the strictest sense, and all along the line his investments are protected by fire insurance. No corporate enterprise could turn a wheel with safety to its investment, unless its properties were insured against fire.

Robert P. Barbour, president of the National Board of Fire Underwriters, recently declared that: "The foundations of our business rests on the private ownership of property of all kinds; on the private investment of money; on the personal initiative of millions of people to earn a living, who in doing so increase the wealth of the nation. Fire insurance protects the property of rich and poor alike, without discrimination in price when the hazards and protection sought are essentially alike. It comes in contact with every kind of person and every type of property. . . . Ours is a neighborhood business. . . . The great bulk of all the policies issued and the premiums received are for the protection of relatively small properties, such as are owned or are occupied by the average citizen."

Fire insurance in force totals countless hundreds of millions of dollars. Every insurance policy was bought by someone to protect property, someone who, whether he realizes it or not, is a capitalist. We should think well and long before tossing the capitalists out of the window. Most of us would be among them.

HAPPY FUNERAL

Death, ordinarily, is a sad affair, but the death of the National Youth Administration, recently ordered by Congress, is the exception that proves the rule. The burial of NYA, with its multimillion-dollar overhead, will be a happy funeral—at least from the standpoint of the taxpayer.

An overgrown child of depression, which had refused to grow up and accept the responsibilities of adulthood, the NYA still continued to spend millions providing "opportunities" for youth when the nation's youngsters had long since gone to war, or found jobs in war factories.

Somehow, we can't find it in our hearts to grieve about the passing of NYA. We only hope that it is the forerunner of other and bigger funerals for other depression-departments which are still doling out millions and billions in an era when time has passed them by.

Activity Calendar

Thursday, July 15

- 1 p. m.—Regular meeting, Brownie Pack No. 8, Legion hall.
4 p. m.—Regular meeting, Cub Den No. 2, Pack No. 141, 200 Los Banos avenue.
7:30 p. m.—Regular meeting, Cabin Boy Patrols, Ship 144 Sea Scouts, 6266 Mission street.
8 p. m.—Regular meeting, followed by social, Court St. Mary No. 1155, C. D. A., Masonic hall.
8 p. m.—Regular meeting, Ladies Auxiliary, D. C. F. D. Co. No. 2, Co. 2 firehouse.
8:15 p. m.—Regular meeting, Colma Vista Grande Aerie No. 1848, F. O. E., Eagles hall.
8:30 p. m.—Public whist, Daughters of Israel, 67 Los Banos avenue.

Friday, July 16

- 10 a. m. - 4 p. m.—Regular meeting, Red Cross Workroom, Theatre hall.
4 p. m.—Regular meeting, Cub Den No. 3, Pack No. 141, 249 Woodrow street.
8 p. m.—Regular meeting, Vista Grande Camp No. 6035, Royal Neighbors of America, Eagles hall.

Monday, July 19

- 10 a. m. - 4 p. m.—Regular meeting, Red Cross Sewing Workroom, Theatre hall.
8 p. m.—Regular meeting, Crocker Chapter No. 382, O. E. S., Masonic hall.

Tuesday, July 20

- 2 p. m.—Public whist, Colma P. T. A., Jefferson annex.
7:15 p. m.—Regular meeting, Boy Scout Troop No. 141, Grace Nazarene church.
8 p. m.—Regular meeting, Daly City Band, No. 5 firehouse, Oliver and Bellevue.

- 8 p. m.—Regular meeting, El Carmelo Parlor No. 256, N. S. G. W., Colombo hall.
8 p. m.—Devotions, Our Lady of Perpetual Help church.
8 p. m.—Regular meeting, Vista Grande Circle No. 253, Foresters, Linhares Social hall.

Wednesday, July 21

- 9 a. m.-11 a. m.—Regular meeting, Well Baby Clinic, San Jose and Flournoy street.
10 a. m. - 4 p. m.—Regular meeting, Red Cross Workroom, Theatre hall.
12:10 p. m.—Regular meeting, Daly City-Colma Lions club, Shorty Roberts Drive Inn.
4 p. m.—Regular meeting, Cubbies, Pack No. 141, 6622 Mission street.
7:30 p. m.—Regular meeting, Company No. 1, D. C. F. D., 188 Santa Barbara avenue.
7:30 p. m.—Executive board meeting, Daly City Unit No. 410, American Legion auxiliary, Legion hall.
7:30 p. m.—Regular meeting, Sea Scout Ship No. 144, 6266-68 Mission street.
7:45 p. m.—Prayer meeting, Grace Church of the Nazarene, Vista Grande and Santa Barbara avenues.
8:15 p. m.—Regular meeting, Tula Council No. 236, Degree of Pocahontas of the Improved Order of Red-

men, 2246 Cayuga avenue.
8:30 p. m.—Public installation of officers, El Carmelo Parlor No. 181, N. D. G. W., Masonic hall.

SAVE TIRES



CAREFUL COOKING WILL
FLOAT A
BATTLE SHIP
BUDGET AND
SAVE FOR WAR
BONDS AND STAMPS

Adolph, Benito and Hirohito—the three blind mice. Make them run with ten percent of your income in War Bonds every pay day.

Old Phonograph RECORDS URGENTLY Needed! FOR OUR FIGHTING MEN



JOIN IN THE

AMERICAN LEGION DRIVE FOR SCRAP RECORDS

The American Legion is collecting old phonograph records during the entire month of July. Search your old albums, your basement, your attic . . . for any old records you may have. Turn them in to the address below and they will be turned over to the local American Legion Post. The Legion then trades them in to the record makers for new records which are sent to our fighting men on all the fighting fronts of the world. Just think of the joy this gives to our boys. Bring in your records NOW!

BRING YOUR RECORDS HERE--

DALY CITY RECORD

3317 San Jose Avenue

A dime out of every dollar we earn
IS OUR QUOTA
for VICTORY with
U. S. WAR BONDS

Ten per cent of your income in War Bonds will help to build the planes and tanks that will insure defeat of Hitler and his Axis partners.

YOUR DRUGGIST IS A Working Warrior



• We aren't looking for a hero's halo, or anything of the sort. But we do point out that in war times your prescription pharmacist has a rather important part to play. We share, with your physician, the great responsibility of keeping people well so that our vitally important war work will not be delayed.

If you are feeling a little under par physically, we urge you to call on a good physician. Our part is to fill his prescription—exactly as directed—and at a fair price.

McGraw Brothers

Prescription Pharmacists

"THE CORNER DRUG STORE"
Daly City Randolph 6012



BUY SHOP CAREFULLY WISELY

Faile Bags
\$3.50



KAYE'S SMART SHOP

Store Hours 9:30 a.m. to 8 p.m.
3 Blocks below Jefferson
Union High School
96 School St. ELkridge 3710

NOTE—Just Arrived - Rayon Sheers 92c

This Week's
SPECIALS
at
KAYE'S

Splashy Prints - \$2.95



Children's
Denim Overalls
\$1.59



Buy Bonds & Stamps

— EVERY PAY DAY —

SAFEGWAY Homemakers' Guide



Warm weather thirst quenchers

When that old, red mercury starts climbing toward the top of the thermometer, be ready with thirst quenchers that will buoy up your spirits! Simple to plan, simpler to make. Casual coolers... special occasion beverages... nourishing milk drinks that serve as part of a meal—any one of them will prove to be a welcome pickup when energy seems to be at low ebb. Don't let Mr. Mercury catch you unprepared!

SUGAR SYRUPS—One of the first requisites of cool beverages is the sweetening that can be added instantly. It stretches the sugar supply, too, because it blends with the drink completely. Have some on hand. Combine 1 cup sugar with 2 cups water, stir until dissolved, then boil rapidly for 10 minutes. Cool and store covered in the refrigerator until needed.

FRUIT ADES—Oranges, lemons and grapefruit are tops among thirst quencher ingredients. But don't forget other fresh fruit, too. Press the juice from ripe plums, peaches, apricots, nectarines or berries by forcing the fruits through a food press or coarse sieve. Mix the juice with water... or for that added sparkle, mix it with plain carbonated water. Add sugar syrup to taste, and serve frosty cold.

MILK SHAKES—HOME STYLE—When a light snack is in order, serve it in the form of a nourishing milk drink. Mix chilled milk with sugar syrup and flavoring, or with molasses, honey or corn syrup. A dash of plain carbonated water will give it that "ice cream soda fizz," and a bit of nutmeg dashed on top will add just enough spice.

CARAMEL EGGNOG SODA—Make a sugar syrup using brown sugar instead of white. Sweeten chilled milk to taste and beat in a well-beaten egg. Again, carbonated water can be used for the bubbly feature. Serve with thin sandwiches or cookies for a light lunch or mid-afternoon refreshment.

FRUIT SYRUPS—Don't forget to save all the syrups from canned fruits. They are grand mixed with lemon or orange-ade or for that fruity flavor in milk drinks.

TOMATO LEMON RUNCH—Fresh tomato juice, pressed from ripe tomatoes and enlivened with a bit of lemon juice makes one of the most ideal thirst quenchers for the hottest days. Add just a bit of sugar syrup, a dash of clove and stretch with carbonated water. Serve cold as ice. It's something to rave about.

FOR MORE ABOUT COOL DRINKS be sure to get your copy of Family Circle Magazine at your Safeway this week, and read Julia Lee Wright's article entitled "Cool Drinks for Warm Days." You'll find hot weather ideas galore.

Safeway Homemakers' Bureau
JULIA LEE WRIGHT, Director

Values in Beverages

Grapefruit Juice	Town House—Unsweetened (2 pts.)—No. 2 can	13¢
Grapefruit Juice	Florida Gold, sw. (2 pts.) No. 2 can	14¢
S&W Apple Juice	12-oz. bottle	13¢
Libby Tomato Juice	(2 pts.)—No. 2 can	9¢

GRAPEFRUIT
Juice, Town House, unswe.
(4 pts.)
4-oz. can **29¢**

BROWN DERBY BEER
Pilsner Type
11-oz. bot. plus dep.
4 for 28¢

EDWARDS FINE COFFEE
Serve it hot or iced
1-lb. pkg.
Ration stamp req. **24¢**

NON-RATIONED FOODS

Save your "points"—Hundreds of non-rationed food items await your selection at YOUR SAFEGWAY.

FISCHER EGG NOODLES	(med. & wide) 12-oz. cello	15¢
STRIPES RAVIOLIS	16-oz. glass	12¢
AUNT JEMIMA FLOUR	Pancake & Waffle 2½-lb. tin	21¢
WHEATIES	Sperry—Breakfast of Champions—8-oz. cin.	10¢
MATMOR RIPE OLIVES	Medium 9-oz. glass	2 for 29¢
GRAHAM CRACKERS	Guthrie—1 lb. tin	14¢
QUAKER SPARKIES	Puffed Rice—4½-oz. cin.	11¢
ALBERS CORN FLAKES	6-oz. cin.	5¢

MISCELLANEOUS and HOUSEHOLD NEEDS

Oleomargarine	Troco (4 pts.) 1-lb. cin.	2 for 49¢
Swift Prem	(5 pts.)—12-oz. can	33¢
Tomato Sauce	Val Vito (3 pts.) 7½-oz. can	3 for 14¢
Campbell Soup	Chicken Gumbo (4 pts.)—10½-oz. can	2 for 27¢
Peaches	Del Monte, sl. or ½'s (23 pts.) No. 2½ glass	23¢
Peaches	Petite; ½'s (23 pts.)—No. 2½ can	18¢
Golden Corn	County Home, w.k. (16 pts.) No. 2 can	14¢
Peas	Sugar Belle (18 pts.)—No. 2 can	14¢
Sugar	Powdered or Brown—1-lb. cin. (ration stamp)	7¢
Bleaching Water	Sani Clor—½-gal. jug	17¢
Favorite Matches	6-box cin.	24¢
BURNT SUGAR LAYER CAKE	Two layers of burnt sugar dough filled and iced with burnt sugar icing.	29¢
ORANGE SNAILS	Pkg. of 4	15¢

Help build the Good Ship SHANGRI-LA Invest your Safeway Savings in War Stamps

SAFEGWAY MEATS

POINTS PER POUND	PRICE PER POUND
[8] EASTERN SMOKED BACON	Fancy Quality—Fine Flavored By the piece 37¢
[6] PLATE CORNED BEEF	OUR ECONOMY FEATURE Very tasty—Choice cuts 19¢
[5] SLICED LUNCHEON MEATS	ASSORTED POPULAR VARIETIES Fine quality Tasty meat loaves 39¢
[6] PORK SHOULDERS	SWEET PICKLED—FOR BAKING Pink Cut—Whole 29¢
[8] SLICED BACON	FANCY EASTERN QUALITY Diced, Market sliced 41¢

All advertised items subject to having stock on hand and price changes made necessary through new regulations from the Office of Price Administration.

GUARANTEED PRODUCE

String Beans	Potatoes
Fancy 2 lbs. 19¢	U.S. No. 1 10 lbs. 38¢
Grapefruit	Apples
Pound 6¢	Gemstone 2 lbs. 23¢

Produce Prices subject to Market Changes... also to having stock on hand.

SUZANNA PANCAKE FLOUR

A breakfast delight 20-oz. cin. **9¢** 40-oz. cin. **15¢**

WHITE RIVER RICE

2 Pound Carton 19¢

RANCHO SOUP MIX

Dehydrated, Assorted Package **4 for 29¢**

WHITE MAGIC BLEACH

One-Half Gallon Jug **17¢**

A-1 SODA CRACKERS

Fresh and crisp **2 Pound Carton 17¢**

DALEWOOD Margarine

(4 pts.) **1-Pound Carton 22¢**

SANITARY NAPKINS

KOTEX **2 Cartons 43¢**

BAR NONE DOG FOOD

Concentrated **7 for 25¢**
4-oz. cin.

RED HEART DOG FOOD

A.B.C.—12-oz. cin. **2 for 25¢**

Zee Toilet Tissue



Regular roll **4¢**

Old English Wax



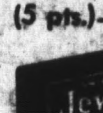
No Rubbing Quart bottle **69¢**

Clapps Baby Food



Strained, Asst. (1 pt.) 4½-oz. can **7¢**

Jewel Shortening



(5 pts.)—1-lb. carton **20¢**

Navy Beans



Pre-Cooked, ready to eat in 15 minutes, Copeland (2 pts.) 8-oz. cin. **14¢**

Mazola Oil



(10 pts.) Qt. glass **54¢**

DORIS GETS THE POINT



Prices in this ad are effective Tuesday through Saturday, July 13 to 17, inclusive, in San Francisco, Oakland, Alameda, Berkeley, Alameda, and other cities and towns in San Francisco, Alameda, and Berkeley areas. (Ration stamps and coupons are required in a number of jurisdictions from the O.P.A.)

Take a Tip from Mary Smith—Shop Early in the Week! No store can give you the same selection and service when everyone's trying to buy at the same time, so in peak market hours. Do it the easier way: shop early in the week and early in the day!

SAFEGWAY

Want To Do Your

Then, Help For

T. R. HOPMAN Electrician RADIO SERVICE Delaware 5629	BUY MORE WAR BONDS and STAMPS!	E. Gelsi GELSI'S PLACE MIXED DRINKS BEER - WINE 6278 Mission Street Randolph 9729
John J. Fahey, Jr. LAW OFFICES Fahey, Kelleher & O'Connor Russ Bldg., San Francisco Douglas 8166 3 Wellington Ave. Daly City	J. F. MILLETT Jr. CONTRACTOR and BUILDER 100 Citrus Avenue Elkridge 0641	Alfred W. Robertson ROBERTSON'S EGG STORE FRESH EGGS - BUTTER Highest Quality - Lowest Prices 9 Hillcrest Drive Randolph 6846
Cliff Pettigrew DALY CITY GARAGE TOWING - REPAIRING 47 Hillcrest Drive Randolph 2930	Albert E. Pulley CENTRAL CREAMERY TASTY SANDWICHES Milk Shakes - Sodas - Sundaes 6331 Mission Street Elkridge 4220	William Kerch ELECTRIC MOTOR HOUSE Electric Motors - Any Type Any Size - Bought - Sold Rewound - Exchanged 6999 Mission Street Elkridge 3350
JAMES E. DONAHUE DE SOTO - PLYMOUTH Sales and Service 6259 Mission Street Randolph 9941	Rose Hanson DALY CITY CREAMERY For Young And Old Alike Ice Cream - Sodas - Sundaes 6288 Mission Street Randolph 9639	B. L. Meritt MERRITT ELECTRIC 244 Hillside Blvd. Delaware 7817
"Joe" MATHER BROS. AUTO REPAIRING WELDING 6041 Mission Street Delaware 3426	R. C. Coombs GOODNESS! LAURA LEE CANDIES 6229 Mission Street Delaware 2940	Fred Lagomarsino SCHOOL STREET NURSERY Flowers and Plants of All Kinds The Year Around 213 School Street Delaware 0981
A. L. Timossi MISSION AUTO CO. CHRYSLER - PLYMOUTH Dealer 6465 Mission Street Randolph 0334	A. Milano DALY CITY LIME & CEMENT CO. 399 Templeton Avenue Randolph 1871	REB'S Upholstery Shop 26-28 Hillcrest Drive Daly City Delaware 4591
Grow A Victory Garden	J. F. Schultz DALY CITY CLEANERS 4-HOUR SERVICE 6274 Mission Street Delaware 5261 Randolph 5781	G. Belli & Sons COLMA PIONEER GROCERY Colma, California San Pedro Road Delaware 9040
O. C. Bartens PANTALEONI BROS. DODGE & PLYMOUTH Motor Cars DODGE TRUCKS Good Used Cars - Hood Tires 7046 Mission Street Randolph 3568	DON'T SPREAD FALSE RUMORS	P. W. Selby, Proprietor PHIL'S GROCERY 108 Los Olivos Avenue Elkridge 0458
Frank Cliff Curry CURRY'S BARBER SHOP Expert Haircutting For The Whole Family 6371 Mission Street	Thomas J. Beeson, Prop. BEESEON CLEANERS SUPERIOR CLEANING FOR PARTICULAR PEOPLE 6202 Mission Street JUNiper 4-6060	SIGN UP FOR C. D. DUTY
Mrs. Theresa Cerna LA CERNA BEAUTY SALON 5 Wellington Avenue Delaware 0868	Elton A. McGraw McGRAW BROTHERS Prescription Pharmacists "The Corner Drug Store" 6300 Mission Street Randolph 6012	Geo. Nick & Bro. PHILOSOPHY STORE Groceries - Fruits Vegetables 31 Hillcrest Drive Randolph 2799
Mrs. Jennie Borelli CUT 'N KURL BEAUTY SALON All Lines Beauty Culture Prices Very Reasonable 6654 Mission Street Randolph 0292	Mrs. Elizabeth Barlett COLMA DRY GOODS 7389 Mission Street Elkridge 2792	BUY! WAR BONDS and STAMPS
Julia Boschi DALY CITY BEAUTY SHOP Permanent Waving 6315 Mission Street Randolph 8227	Kaye Abram KAYE'S SMART SHOP LADIES' APPAREL INFANTS' WEAR 66 School Street Elkridge 3710	Robert Fessenden WESTLAKE MARKET Staple & Fancy Groceries Fresh Fruits & Vegetables 301 Miriam Street Randolph 9667
Frances Vitsen LITTLE BEAUTY SALON Individual Hair Dressing Scalp Treatments 6019 Mission Street Elkridge 0677	Henry Warshawski WARSHAWSKI'S DRY GOODS Furnishings - Shoes 6340 Mission Street Delaware 0231	L. H. COMER HARDWOOD FLOOR CONTRACTOR Old Floors Resurfaced and Refinished 150 Santa Cruz Avenue Randolph 9294



YOU can help prevent disastrous forest fires

CARELESSNESS starts more than 200,000 forest fires in the United States every year.

Carelessness destroys millions upon millions of feet of timber, now a critical war material. It cripples watersheds that supply hydro-electric power to war industries. And the fighting of forest fires diverts precious labor from factories and farms.

Many persons who start these fires toss away matches and cigarettes that aren't dead out. Many others burn to clear plow land or logging slash or grass or debris and—the fires they started break away into searing, roaring flames that destroy timber, forage, wildlife, and beauty that may never be replaced.

Each of these persons forgot—for a moment. And each thoughtless act was as destructive as if it had been the act of a saboteur.

YOU must dis-
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ATTENTION

More
yearly,
fire in cl-
and othe-
this year
Rememb-

1. Do not smoke in the forest.
2. Do not use matches or cigarettes in the forest.
3. Do not throw away matches or cigarettes in the forest.
4. Do not burn brush or debris in the forest.

D. Fairchild
**DALY CITY
AUTO WRECKERS**
Cars Bought For Scrap
Metal for Uncle Sam
7201 Mission
Rand. 9592

W. Mushkin
HARRIS BROS.
Body and Fender Repairing
Complete Auto Painting
Radiator Repairs
Welding
5990 Mission
DEL 1173

**Comply With
Dimout
Regulations**

G.
HANOVER GROCERY
653 Hanover Street
Delaware 10336

**BUY
WAR BONDS!**

**GROW
A
VICTORY
GARDEN**

Part For Victory?

Help Forest Fires!

CARELESSNESS



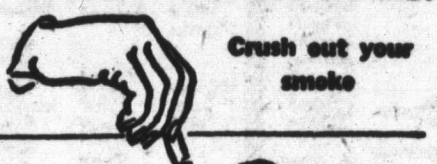
prevent
fires!

OU... disastrous forest
by... simple rules illus-
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eeing... them.

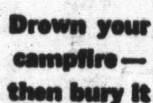
ATTENTION! BURNERS!
ore... acres are burned,
ly, OUR careless use of
n cl... and burning logging
othe... is. Do your part

Do... a permit from a
er or...
Do... unusually hot, dry,
indy...
Se... "low around" areas to
urne...
Ha...
ad... will the last spark

REMEMBER THESE RULES:



Crush out your
smoke



Down your
campfire —
then bury it



Break your
burned match

IF YOU BURN SLASH

First — get a permit
Last — kill every spark

OUR CARELESSNESS
Their Secret Weapon



Pasquale Stanghellini
LUCCA RAVIOLI CO.
QUALITY GROCERIES
Residence - 151 Mateo Ave.
7370 Mission Street
RAndolph 6102

C. L. Williamson
**THOMAS JEFFERSON
CLEANERS**
8 Wellington Avenue
RAndolph 6294

Volunteer For
CIVILIAN DEFENSE

John J. Fahey, Sr.
**INSURANCE
REAL ESTATE**
3 Wellington Avenue
DElaware 2981

Peter Venturino
**PACKARD
GMC**
SALES and SERVICE
5975 Mission Street
RAndolph 9922

"Red" Keithley
KEITHLEY'S MARKET
Quality Groceries - Fruits
Vegetables
6390 Mission RAnd. 5884

Joseph Sarto
VILLA SANITARIUM
Vale and Werner Streets
RAndolph 3636

A. J. GAGGERO
Insurance
7377 Mission Street
DElaware 8485

PAUL G. SELMI
**REAL ESTATE - INSURANCE
NOTARY PUBLIC**
39 Wellington Avenue
DElaware 2663

Mrs. Dezolina Scooca
**MIDTOWN
LIQUOR STORE**
Daly City's Finest Wine and
Liquor Center
Open Every Day
7144 Mission Street
ELkridge 2128

**DOLAN BUILDING
SUPPLY CO.**
Lumber - Doors - Windows
Plumbing - Roofing
"New or Equal"
6939 Mission Street
RAndolph 6995

T. R. Belmont, Mgr.
**New Colma Mill and
Lumber Co.**
BUILDING MATERIALS
HARDWARE
School & Bruno
DElaware 3344

Mrs. Eula Jakobsen
Spirella
Individual Corsetiere
Dress - Surgical
RAndolph 6895
332 Miriam St. Daly City

E. J. Allen
**Daly City Mattress
and Upholstering Co.**
Mattresses Renovated
Made to Order
6754 Mission Street
DElaware 9792

L. Pinochi & L. Stanghellini
LUCCA MEAT MARKET
Mission Road Near Market St.
7370 Mission Street
RAndolph 6102

Volunteer for—
**CIVILIAN
DEFENSE**

B. Lasswell & I. Lasswell
W. C. LASSWELL & CO.
Morticians
6154 Mission Street
RAndolph 6100 - 6610

Albert H. Boynton
**DALY CITY
RECORD**
PRINTING - PUBLISHING
3317 San Jose Avenue
RAndolph 3215

H. Werle
**BUNGALOW NURSERY
and FLOWER SHOP**
Potted, Bedding and Novelty
Plants
Flowers For All Occasions
Hillside Blvd. RAndolph 3718

F. & S. Bryant, Props.
DALY CITY NURSERY
Wholesale - Retail
JUMBO PANSIES
Now Ready
Time To Start Your
VICTORY GARDEN
559 San Diego Avenue
DElaware 9907

BUY BONDS!
Help Your
Country
NOW

A. M. HARRISON
Plumbing and Heating
HOME APPLIANCES
Sales and Service
6236 Mission Street
DElaware 1991

John Guidotti
POULTRY - FISH
Milo's Market
6315 Mission Street
DElaware 5300

Dependable Repairs
WASHERS - RADIOS
BYRNE
6241 Mission Street
RAndolph 7752

A. Sardi, Mgr.
CENTRAL CLUB
BEER - WINE - WHISKEY
On Sale - Off Sale
Dancing and Entertainment
6252 Mission Street
RAndolph 9616

**Are You
in
Civilian
Defense?**

John Sacaldasis
**DALY CITY
COFFEE SHOP**
FOR GOOD MEALS
6339 Mission Street
ELkridge 2657

**BUY!
WAR BONDS
and
STAMPS**

Jim Crudo
HILLTOP LODGE
DANCING
COCKTAILS
22 Hillcrest Drive
RAndolph 9591

Lina Sereni
ITALIAN CAFE
Homemade Sandwiches
BEER - WINE
6630 Mission Street
ELkridge 6616
Res. RAndolph 9589

Everett Bryan
SIGNAL COFFEE SHOP
BREAKFAST - LUNCHES
DINNERS
6298 Mission Street
RAndolph 9971

George Spaulos
THEATRE GRILL
FOOD OF QUALITY
CHEERFUL SERVICE
6233 Mission Street
RAndolph 9787

Tiny Britton
TINY'S NEW PLACE
MUSIC & DANCING
Every Night
6045 Mission Street
RAndolph 9583

Bob Witt
WIT'S END CAVE
DANCING EVERY NIGHT
Finest of Foods
6055 Mission Street
RAndolph 9845

Alex A. Johnson & Son
ROOFING COMPANY
Tar and Gravel and
Shingle Roofs
142 Winchester Street
DElaware 8418

Harry Gilmore
Gilmore's Inn
BEER - WINES - LIQUORS
SANDWICHES - TOBACCO
DElaware 1286
6456 Mission St. Daly City

**PACIFIC COAST
AGGREGATES**
Ready Mixed Concrete
SAND - ROCK - GRAVEL
Pabco and Fir-Tex
Building Materials
Junipero Serra Blvd.
DElaware 3438

John Soldavini
**BELLI MOTOR
COMPANY**
BUICK and CHEVROLET
SALES and SERVICE
San Pedro Rd. at Mission St.
Phone DElaware 6300

J. O. Carr
CARR'S SERVICE
Complete Lubrication Service
Washing and Polishing
6755 Mission Street
RAndolph 9755

We Specialize In Lubrication
Free Pick Up and Delivery
Service
Phone RAndolph 9821
**HAMMAR'S
Shell Service**
6098 Mission St., corner of Goethe

Frank Eche and Staff
**FRANK'S UNION
SUPER SERVICE
STATION**
Motor Work Our Specialty
OPA Tire Inspection
6200 Mission Street

Frank C. Neumann
**DALY CITY
SHEET METAL**
AIR CONDITIONING
Gas and Coal Furnaces Installed
General Repairing
6512 Mission Street
JUniper 4-4469

A. L. STOCKTON
Lumber Company
Redwood & Pine Lumber
Builders' Supplies
General Millwork
6100 Mission - DEl. 6320

DALY CITY CAB
And Sedan Service
6296 Mission Street
RAndolph 9742

Henry Combe
**DALY CITY
THEATRE**
Mission & Flournoy
YUkon 3112

Not everybody with a dollar
to spare can shoot a gun
straight—but everybody can
shoot straight to the bank and
buy War Bonds. Buy your
10% every pay day.

MILLO'S MARKET DELUXE

6315 MISSION ST.

HERE'S TOP *value for Your Ration Points!*

GROCERY DEPARTMENT

Take advantage, here, of really big-store buying, with full selection of the finest quality brands on the national markets. In exchange for your ration stamps, and for your budget dollars, get the foods you see nationally advertised by reliable processors.

We feature quality names in staple and fancy grocery items, for we've found them to be the most reliable, from the standpoint of both ourselves and our customers. With our exceptionally low prices, and our unusually large selection, it's a combination hard to beat.

Get full return for your family's food ration stamp allotment at this big modern market at the "top of the hill" in Daly City. Grocery, meat, fruit and vegetable, and fish and poultry departments each feature complete stocks and strongly competitive prices, and all are combined in one big shopping center, for your convenience.

At MILLO'S you save --- money, points, time and worry. It's THE place that fits your food buying needs.

**YOU CAN REALLY
CUT SHOPPING WORRIES IF YOU ---**

For the finest quality and most complete selection of fresh fruits and vegetables, visit our racks in the center of this big market. They are loaded down with the best from growers' markets, brought garden fresh each day.

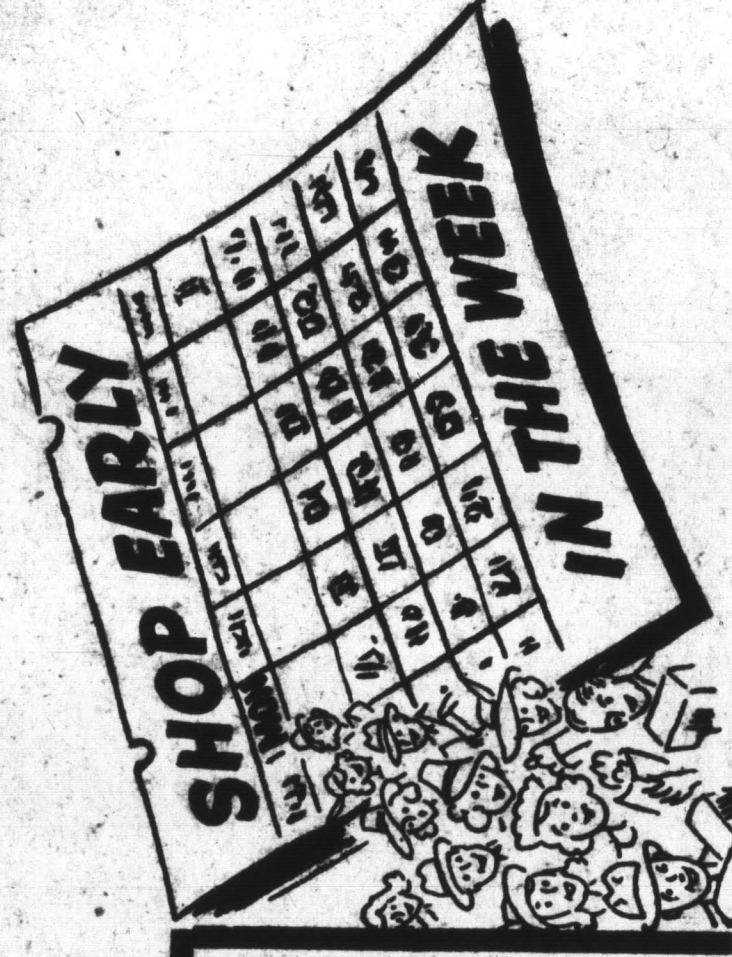
Help your family's health, and the war effort, by serving these foods fresh; conserve canned and processed goods for shipment to our armed forces. For daily menus, or home canning, you'll do better here.

MEAT DEPARTMENT

In view of market conditions, we're proud of the way we've been able to protect our customers in the months of the meat shortage. It's taken all the knowledge we've gained in years of market operation but we still claim to be your BEST source of this important food.

Our tremendous volume has helped in holding complete selection of kinds and cuts of choice fresh and cured meats. And that volume was built, and is being held, on three points --- quality, service, and price.

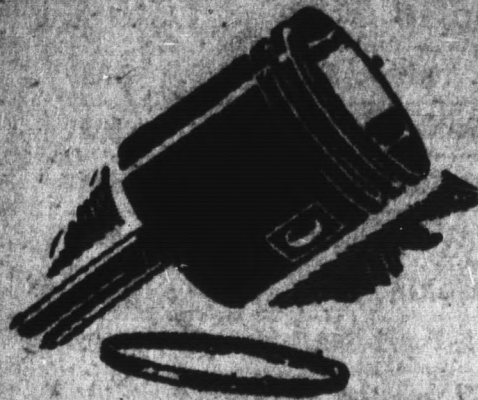
Fresh fish and poultry are not rationed. Serve them often and your family will enjoy them, while you save ration points for other foods. You'll find a wide selection in our big department at MILLO'S.



DALY CITY'S VICTORY ADVERTISING PROGRAM

	Name	Address	Phone	Prop. or Mgr.	Date Est.
ATTORNEYS	John J. Fahey, Jr.	3 Wellington	DElaware 2981	John J. Fahey, Jr.	1939
AUTO SALES AND SERVICE	Bell Motor Company	Mission and San Pedro	DElaware 6300	M. J. Soldavini	1867
	Daly City Garage	47 Hillcrest	RAndolph 2930	Cliff Pettigrew	1916
	James E. Donahue	6259 Mission	RAndolph 9941	James E. Donahue	1932
	Harris Brothers	5990 Mission	DElaware 1173	W. Mushkin	1939
	Mather Bros.	6041 Mission	DElaware 3426	Joe and Fred Mather	1923
	Mission Auto Co.	6465 Mission	RAndolph 0334	A. L. Timoni & A. Ferraris	1925
	Pantaleoni Bros.	7046 Mission	RAndolph 3866	Victor & Vincent Pantaleoni	1923
	Peter Venturino	5975 Mission	RAndolph 9922	Peter Venturino	1939
AUTO WRECKERS	Daly City Auto Wreckers	7201 Mission	RAndolph 9592	D. Fairchild	1931
BARBER SHOPS	Curry's Barber Shop	6371 Mission		Cliff Curry	1926
BEAUTY PARLORS	Cut 'N Kurl	6654 Mission	RAndolph 0292	Mrs. Jennie Borelli	1934
	Daly City Beauty Shop	6315 Mission	RAndolph 8227	Julia Boschi	1940
	La Cerna Beauty Salon	5 Wellington	DElaware 0868	Mrs. Theresa Cerna	1938
	Little Beauty Salon	6019 Mission	ELkridge 0077	Frances Vitzon	1941
CANDY STORES AND CREAMERIES	Central Creamery	6331 Mission	ELkridge 4220	Albert E. Pulley	1940
	Daly City Creamery	6288 Mission	RAndolph 9639	Rose Hanson	1935
	Goodness! Laura Lee Candies	6229 Mission	DElaware 2940	E. C. Coombs	1940
CEMENT AND CONCRETE	Daly City Lime & Cement Co.	399 Templeton	RAndolph 1871	A. Milano	1916
CLEANERS AND DYERS	Beeson Cleaners	6202 Mission	JUniper 4-0060	Thomas J. Beeson	1919
	Daly City Cleaners	274 Mission	DElaware 5261	J. F. Schultz	1940
	Thomas Jefferson Cleaners	8 Wellington	RAndolph 6294	C. L. Williamson	1909
CORSETIER (Individual)	Spirella	332 Miriam	RAndolph 6895	Mrs. Eula Jakobsen	1942
DRUG STORES	McGraw Bros. Pharmacy	6300 Mission	RAndolph 6012	E. A. McGraw	1928
DRY GOODS	Colma Dry Goods	7389 Mission	ELkridge 2792	Elizabeth Barlesi	1940
	Kaye's Smart Shop	66 School	ELkridge 3710	Kaye Abrami	1941
	Warshawski's Dry Goods	6340 Mission	DElaware 0231	Henry Warshawski	1922
EGGS AND BUTTER	Robertson's Egg Store	9 Hillcrest	RAndolph 6846	Alfred W. Robertson	1931
ELECTRICIANS	Electric Motor House	6999 Mission	ELkridge 3350	William Kereh	1940
	Hopman Electric	27 Gambetta	DElaware 5629	T. R. Hopman	1929
	Meritt Electric	244 Hillside	DElaware 7817	B. L. Meritt	1935
FLORISTS	School St. Nursery	213 School	DElaware 0981	Fred Lagomarsino	1929
GROCERIES	Colma Pioneer Grocery	San Pedro	DElaware 9040	G. Belli & Sons	1937
	Keithley's Market	6390 Mission	RAndolph 5884	"Red" Keithley	1940
	Hanover Grocery	653 Hanover	DElaware 10336	G. Gimle	1941
	Lucca Ravioli Co.	7370 Mission	RAndolph 6102	Pat and John Stanghellini	1926
	Philosophy Store	31 Hillcrest	RAndolph 2799	Geo. Nick & Bros.	1907
	Phil's Grocery	108 Los Olivos	ELk. 0458	P. W. Selby	1939
	Westlake Market	301 Miriam	RAndolph 9667	Robert Fessenden	1938
HARDWOOD FLOORS	L. H. Comer	159 Santa Cruz	RAndolph 9294	Larry Comer	1928
HOSPITALS	Villa Sanitarium	Vale and Werner	RAndolph 3636	Joseph Sarto	1929
INSURANCE	John J. Fahey Sr.	3 Wellington	DElaware 2981	John J. Fahey Sr.	1920
	A. J. Gaggero	7377 Mission	DElaware 8485	A. J. Gaggero	1930
	P. G. Selmi	39 Wellington	DElaware 2663	P. G. Selmi	1939
LIQUOR STORES	Gelsi's Place	6278 Mission	RAndolph 9729	Egedio Gelsi	1935
	Midtown Liquor Store	7144 Mission	ELkridge 2128	Mrs. Dezolina Secca	1941
LUMBER YARDS	Dolan Bldg. Supply Co.	6939 Mission	RAndolph 6995	D. A. & J. F. Dolan	1923
	New Colma Mill & Lumber Co.	School & Bruno	DElaware 3344	T. R. Belmont	1938
	A. L. Stockton Lumber Co.	6100 Mission	DElaware 6320	A. H. Stockton	1909
MATTRESSES	Daly City Mattress & Upholstering Co.	6754 Mission	DElaware 9792	E. J. Allen	1936
MEAT MARKETS	Lucca Meat Market	Colma	RAndolph 6102	L. Pinochi & L. Stanghellini	1932
MORTUARY	W. C. Lasswell	6154 Mission	RAndolph 0100	B. Lasswell & L. Lasswell	1916
NURSERIES	Bungalow Nursery	Hillside	RAndolph 3718	Mr. & Mrs. Werle	1922
	Daly City Nursery	559 San Diego	DElaware 9907	F. & S. Bryant	1921
PLUMBER	A. M. Harrison	6236 Mission	DElaware 1991	A. M. Harrison	1927
RADIO SHOPS	Byrne Radio Store	6241 Mission	RAndolph 7782	Edward Byrne	1931
RESTAURANTS	Central Club	6282 Mission	RAndolph 9616	A. Sardi	1938
	Daly City Coffee Shop	6339 Mission	ELkridge 2657	John Sacaldasis	1928
	Gilmore's Inn	6456 Mission	DElaware 1286	Harry Gilmore	1942
	Hilltop Lodge	22 Hillcrest	RAndolph 9591	Jim Crudo	1940
	Italian Cafe	6630 Mission	ELkridge 0616	Lena Sereni	1940
	Signal Coffee Shop	6298 Mission	RAndolph 9971	Everett Bryan	1941
	Theatre Grill	6233 Mission	RAndolph 9787	George Spoulos	1931
	Tiny's New Place	6045 Mission	RAndolph 9583	T. Britton	1936
	Wit's End Cafe	6055 Mission	RAndolph 9845	Bob Witt	1939
ROOFING	Alex Johnson	142 Winchester	DElaware 8418	Alex Johnson	1936
SAND AND GRAVEL	Pac. Coast Aggregates	Junipero Serra (85 - 2nd St.)	DElaware 3438		
SERVICE STATIONS	Frank's Union Super Service Station	6200 Mission		Frank Rehe and Staff	
	Carr's Service	6755 Mission	RAndolph 9755	J. O. Carr	1939
	Hammar's Shell Service	6098 Mission	RAndolph 9821	M. L. Hammar	1937
SHEET METAL	Daly City Sheet Metal	6512 Mission	JUniper 4-4469	Frank Neumann	1933
TAXI CABS	Daly City Cab & Sedan Service	6296 Mission	RAndolph 9742	Joe Madison	1941
THEATER	Daly City Theatre	Mission & Flournoy	YUkon 2112	Henry Combe	
UPHOLSTERY	REB'S Upholstery Shop	26-28 Hillcrest	DElaware 4591	E. E. Bennett	1942

America DRIVES to VICTORY!



PISTONS need watching—here is where America is wasting precious lubricants! If you're driving a car with a smoke screen, you should do something about it—soon! You'll find that we know our business when it comes to remedying this condition, and we'll do it more economically, too!

MATHER BROTHERS GARAGE

6041 Mission Street

Phone DElaware 3426

WESTLAKE MARKET

301 Miriam St.

RAndolph 9667

Closed Sundays from Noon to 4:30 p. m.
Open Evenings Till 8 p. m.



Serve Healthy Tasty Meals

We'll help you plan your ration point budget and save you real money on food purchases

- NEIGHBORLY SERVICE
- COMPETITIVELY LOW PRICES
- CONVENIENT LOCATION
- HANDY SHOPPING SCHEDULE

Lucca Ravioli Co.

7370 Mission St., Colma

Phone RAnd. 6102

CALO

DOG FOOD MIX

23c

1 lb. 12 oz. pkg.

CALO CONCENTRATED

His Master's Choice



DOG FOOD

8 oz. pkgs.

3 FOR 26c

COMPLETE STOCK OF
ALBERS AND A-1
LIVESTOCK and POULTRY
FEEDS

Get utmost production from your livestock, poultry, rabbits or pigeons with these reliable, specialized feed mixes. Each formula fully tested for best results throughout the various stages of growth, and for maximum egg, milk or meat production.

LUCCA MEAT MARKET

HOURS: 9 A. M. to 6 P. M.

The proprietors of LUCCA'S MEAT MARKET continue to look after their customers' own interests and in every way possible alleviate the meat shortage. Daly City and Colma families may depend on the fact that we act in their behalf during the crisis, as always in the past.

MAKE LUCCA'S YOUR HOME SUPPLY STORE

Our big, complete food emporium caters to your every home need, yet is compactly arranged for shopping convenience.

CHOICE IMPORTED & DOMESTIC QUALITY GROCERIES

FINEST GARDEN-FRESH FRUITS AND VEGETABLES

COMPLETE STOCK OF QUALITY WINES AND LIQUORS

FARMERS MARKET

6386-6390 MISSION STREET

KEITHLEY'S QUALITY

FARMERS MEAT COMPANY

FRUITS and VEGETABLES

(Store Closed All Day On Mondays)

HERE THEY ARE!

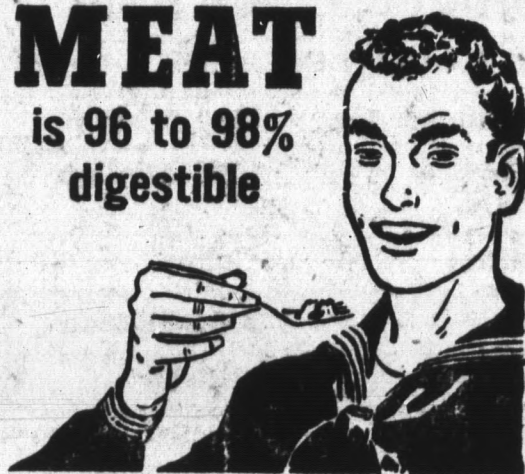
Fresh vegetables and fruits are now at their best. Serve them daily for your family's health and to conserve packaged foods.

For daily menus or for home canning, you'll find KEITHLEY'S your best source for these foods. Our truck brings them, garden-fresh, from the growers' markets for your selection.



MEAT

is 96 to 98% digestible



BEST FOOD

For
QUICK
ENERGY

BEST FOR THE ARMED FORCES

BEST FOR YOUR FAMILY

Meat, with its elements of proteins, B vitamins and minerals, is needed in the balanced diet for servicemen and civilians alike. That's a big reason why today's demands, together with present market conditions, have brought on our rationing program.

We know it's discouraging to try to buy sufficient meat for your family, today. But it is important that the nation's health be maintained so the total war effort may not be hampered.

We dealers have had troubles increased many times over, too. And not the least of these is caused by the genuine interest we take in trying to protect our customers in every way possible. There's nothing we leave undone which may aid in solving your meat-buying problems.